WNYU RADIO
ADVERTISING AND PROMOTION
566 WEST BROADWAY, ROOM 914
NEW YORK, NEW YORK 10003

ADVERTISING RATE CARD

EFFECTIVE : 9/1/66

PROGRAM RATES

Number of Spots	% of Discount	Cost Per Spot	Savings
1 - 9	NONE	$ 3.00	NONE
10 - 19	2%	$ 2.94	.06¢
20 - 49	5%	$ 2.85	.15¢
50 PLUS	10%	$ 2.70	.30¢

NEWSCASTS

$ 6.00

ANNOUNCEMENT PACKAGE RATES

Number of Spots	Additional Discount	Total Disc.	Cost Per Spc
1 3	3%	5%	$ 2.85
	TOTAL PRICE: $ 37.05		
2 6	6%	11%	$ 2.67
	TOTAL PRICE $ 69.43		
5 2	9%	19%	$ 2.43
	TOTAL PRICE $ 126.36		
1 0 4	12%	22%	$ 2.34
	TOTAL PRICE $ 243.36		

A.A.A.A. copyrighted contracts acceptable for 1 year duration within 30 days before starting date. Advertisers' rates protected for 6 months from any rate change. 15% Commission allowed to recognized advertising agencies on net time charges. Bills rendered monthly and payable upon receipt unless other procedures arranged. Program material, commercial copy and transcriptions subject to approval. Broadcast time subject to some variation.

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ADVERTISERS FACT SHEET

WNYU'S SIGNAL:

Fed to 3 transmitters at Washington Square the station is then received at 800 on the dial in the students rooms and on their portable radios.

TRANSMITTER LOCATIONS:

Weinstein Hall - 5 University Place

Rubin Hall - 35 Fifth Avenue

Brittany Hall - 55 East Tenth Street

A D D I T I O N A L B O N U S C O V E R A G E T O A D V E R T I S E R

LOEB STUDENT CENTER-566 WEST BROADWAY

ALL PROGRAMS ARE CARRIED TO THE UNIVERSITY HEIGHTS CAMPUS-BRONX N.Y.

THEY ARE ALSO HEARD AT 800 ON THE DIAL IN THE 3 HEIGHTS DORMS

PLUS THE GOULD STUDENT CENTER *NO EXTRA CHARGE FOR EXTRA COVERAGE

AVAILABLE AT OPTIONAL COST TO ADVERTISER:

Recorded Production Spot
33 Record of Your Spot
Merchandising Promotion
Live or Tape Delay Remote-On Location at Your Store